APR 20

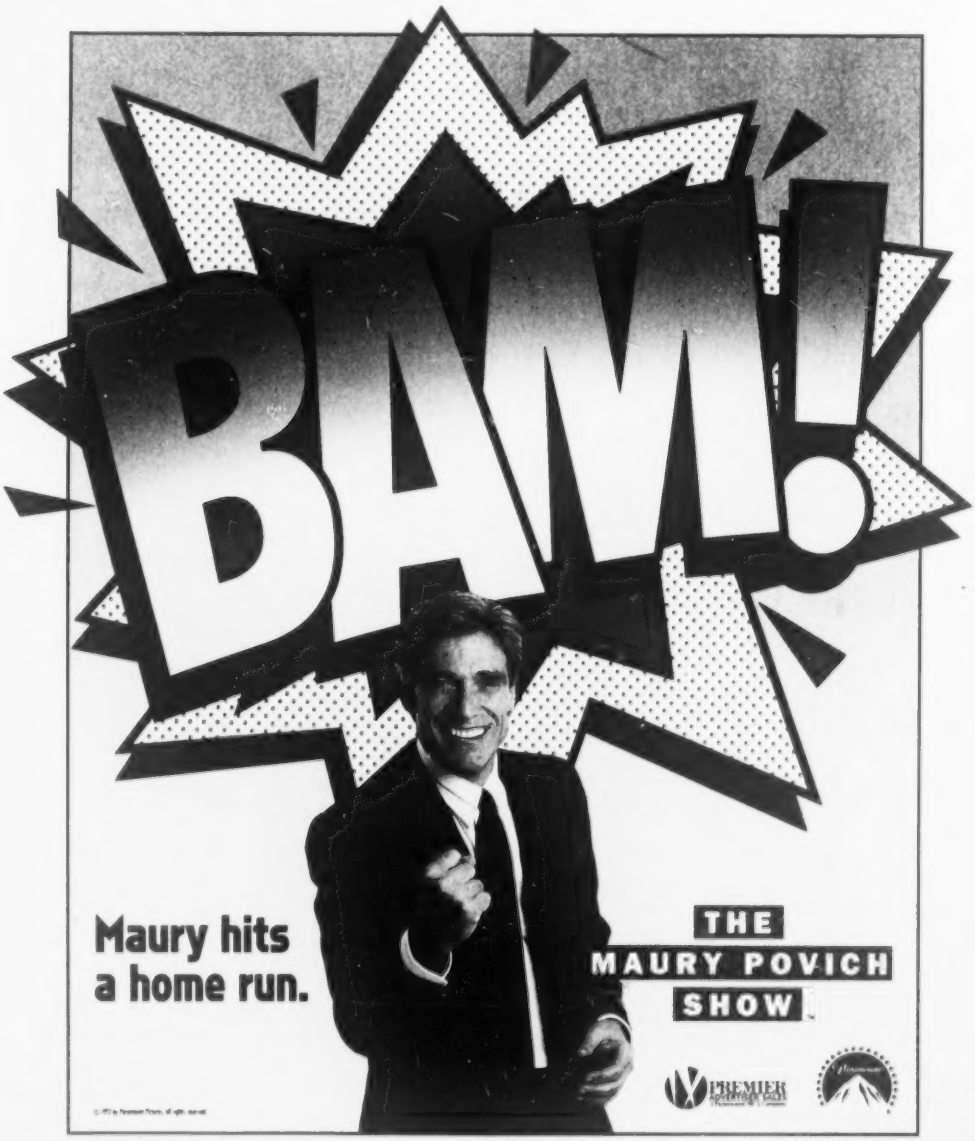
Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ REAGAN NAB APPEARANCE PRODUCES HIGH DRAMA / 4

❑ THE COST OF HIGH-DEFINITION TELEVISION / 6

❑ TV-RADIO DEREG A HOT ISSUE / 10



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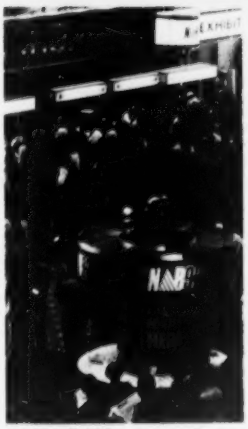
NAB '92 POSTSCRIPT

This Week



At NAB '92, a record 52,704 registrants (p. 20)

CONVENTION SHOCKER / 4

A protester's violent interruption of former President Reagan's NAB address stunned attendees and dominated convention chatter.

CBS TO CUT COMPENSATION / 11

An affiliates committee broke off talks with CBS on improving network-affiliate relations upon learning that the network plans to cut compensation.

NAB NEWS / 20

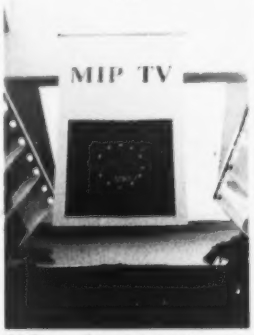
FCC Chairman Alfred Sikes, long a proponent of revisiting the prime time access rule's prohibition against off-network programing, may now have the votes to do so **(p. 22)**. HDTV hardware was out in force, including the first professional VTR and a consumer cassette recorder **(p. 22)**. Fearing a presidential veto if a strong reregulatory bill comes out of Congress, Energy and Commerce Committee members said moderation of the House cable bill is likely **(p. 26)**. Some congressmen believe the lack of a telco-entry provision will be the White House's number-one objection **(p. 27)**. TVB President Ave Butensky recommends an image campaign for spot **(p. 28)**. Radio stations are advised to follow the flow of dollars as companies shift their budgets from advertising to promotion **(p. 30)**. USA Digital says it will have both AM and FM digital audio broadcasting ready by April 1993 **(p. 32)**. Conus's Saturday morning news show generated interest, but syndicators overall had a quiet week **(p. 33)**. Saying the industries should "watch out for each other," beer supplier Anheuser Busch asked for continued broadcaster support in blocking bills requiring warning labels in wine and beer ads **(p. 34)**. Radio faces a bleak lending landscape that is not likely to change soon, broadcasters were told **(p. 36)**.

MIP MARKET / 37

Growing reliance on co-ventures and production alliances marked last week's MIP-TV market in Cannes. Long the standard operating procedure for European producers, such deals are becoming common among U.S. producers as well.

TARGETING LOTTERY SCAMS / 42

Application mills for FCC wireless cable licenses have duped investors out of $25 million so far, say the FTC, the Better Business Bureau and securities administrators. Such abuses of the agency's lottery system have added fuel to arguments for switching to an auction process.



U.S. producers among co-venturers at MIP (p. 37)

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Voices, a monthly newspaper.

Rose Davis, the newspaper's publisher, told BROADCASTING she knew Springer planned some form of protest, and that she assumed it would be "non-violent and non-traditional." She said she was certain that Springer had not intended to harm the ex-President.

Reagan winced when struck in the temple by a shard of glass, but then flashed an angry look at Springer. As Springer was dragged away, Reagan briefly retreated to the back of the stage. But he soon turned, straightened his suit, and returned to the podium to finish his speech.

"The first thing he said to us was, 'Let us continue—let me go back and finish this,' " recalled NAB joint board chairman Gary Chapman.

As the crowd settled nervously back into their seats, Reagan quipped, "Is he a Democrat, by chance?" Upon finishing his speech several minutes later, Reagan joked, "Thank you all, and I think I'll go out and see where that guy is."

As he left the stage he made a show of rolling up his sleeves as if preparing for a fight.

Springer was arrested and charged with threatening an ex-President, a federal offense. He was arraigned and released without bail Tuesday (April 14).

NAB spokeswoman Lynn McReynolds said the NAB will consider a review of its policy for granting media credentials for the convention; it issued some 800 media passes this year. But she also said it would be nearly impossible to guarantee security for a convention that draws 50,000 people and consists of hundreds of events

The Secret Service, meanwhile, dispatched several agents to Las Vegas to conduct an internal investigation. Agency spokesman Carl Meyer said it is possible the agents protecting Reagan reacted slowly because they wrongly believed Springer was a stagehand or technician.

"It's a very difficult position," he said. "It requires a lot of judgment and discretion. Maybe in this case there was too much discretion."

Meyer also noted that the level of security provided to Reagan may have been decreased since he left office because the number of threats against Reagan's life " has reduced dramatically." ■

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$1,470,831** □ **7**

FM's □ **$1,600,000** □ **5**

AM-FM's □ **$4,950,836** □ **8**

TV's □ **$5,772,620** □ **1**

Total □ **$13,794,287** □ **21**

1992 to Date:

AM's □ **$14,800,086** □ **48**

FM's □ **$48,773,246** □ **67**

AM-FM's □ **$60,699,925** □ **40**

TV's □ **$250,330,620** □ **16**

Total □ **$374,603,877** □ **171**

For 1991 total see Jan. 27, 1992 Broadcasting.

other broadcast interests. **Buyer** is headed by Paul L. Coates, guarantor for assignor, and has interests in CP for FM in Eudora, Ark. KBZZ is fulltimer with AC format on 1400 khz with 1 kw. KBLJ has C&W format on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

WWCS(AM) Canonsburg, Pa. (Pittsburgh) □ Sold by WARO Broadcasting Inc. to Birach Broadcasting Corp. for $475,000. Sale of station last year for $750,000 did not close ("Changing Hands," May 13). **Seller** is headed by Jeffrey D. Warshaw, and is subsidiary of Universal Broadcasting Co., headed by Marvin B. Kosofsky and Howard Warshaw. Warshaw is partner with wife, Miriam, and son Jeffrey in Alchemy Communications, which owns WKIX(AM)-WYLT(FM) Raleigh, N.C. Universal Broadcasting is also licensee of WSYW-AM-FM Indianapolis; WTHE(AM) Mineola, N.Y.; WNDZ(AM) Portage, Ind.; WVVX(FM) Highland Park (Chicago), Ill.; WCBW(FM) Columbia, Ill. (St. Louis), and KPPC(AM) Pasadena, Calif. Kosofsky has 13% interest in Jacor Communications, which operates five AM's and six FM's. **Buyer** is headed by Sima Birach, and is licensee of WNZK(AM) Dearborn Heights, Mich. WWCS has rock-CHR format on 540 khz with 7.5 kw day and 500 w night.

KALY(AM) Albuquerque, N.M. □ Sold by Sun Media Corp. of New Mexico to Septien & Associates Inc. for $460,000 cash. **Seller** is headed by Ella J. Fenoglio and has no other broadcast interests. **Buyer** is headed by Gloria Septien and has no other broadcast interests. KALY is fulltimer with Spanish format on 1240 khz with 1 kw.

KPUA(AM)-KWXX-FM Hilo, Hawaii □ Sold by Hawaii Radio Inc. to New West Broadcasting Corp. for $370,000 cash. **Seller** is headed by Wyman Lai, trustee, and has no other broadcast interests. **Buyer** is headed by John F. Leonard and has no other broadcast interests. KPUA is fulltimer with MOR format on 670 khz with 10 kw. KWXX-FM has AC format on 94.7 mhz with 100 kw and antenna 330 feet below average terrain.

KQDI-AM-FM Great Falls, Mont. □ Sold by Q Radio Inc. to JS Marketing & Communications Inc. for $267,000. Terms: $117,000 cash at closing, $50,000 earnest money deposit and $100,000 promissory note at 9% interest payable. **Seller** is headed by Lyle Courtnage, and has no other broadcast interests. **Buyer** is headed by J.M. Smith Jr., and is licensee of KYLT-(AM)-KZOQ(FM) Missoula, Mont. KQDI(AM) is fulltimer with AC format on 1450 khz with 1 kw. KQDI-FM has classic rock format on 106.1 mhz with 100 kw and antenna 276 feet above average terrain.

For other proposed and approved sales see "For the Record," page 54.

ACTV INVESTOR

The Washington Post Co. has made a $1.5-million loan to ACTV Inc. and, in exchange, received 15% of the stock of the New York–based interactive TV company.

ACTV Chief Operating Officer Bill Samuels said the loan insures that ACTV will have "the working capital we need to continue for the next year." Future *Washington Post* options include deciding whether to jointly establish an educational subsidiary of ACTV, and to "invest alongside" ACTV in a cable network that would feature games (BROADCASTING, Jan. 6).

If the *Post* undertakes these options it could, after three years, receive "a sufficient number of shares at a price to be determined," giving it majority control of ACTV.

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Broadcasting's Ratings Week 4 Apr 6-12

	ABC	CBS	NBC	FOX
MONDAY	12.0/19	18.4/29	14.8/23	NO PROGRAMING
8:00	53. FBI: Untold Str. 10.1/17	32. Evening Shade 12.1/21	20. Fresh Prince 13.2/22	
8:30	40. Amer Detective 11.3/18	27. Evening Shade 12.3/20	19. Blossom 13.3/21	
9:00	14. Roseanne 14.2/21	1. NCAA Basketball Championship—Michigan vs. Duke 22.7/35	8. NBC Monday Night Movie—Danielle Steel's "Secrets" 15.6/24	
9:30	11. Roseanne 14.6/21			
10:00	37. Coach 11.5/18			
10:30	54. Coach 10.0/16			
TUESDAY	13.0/21	14.0/23	12.1/20	NO PROGRAMING
8:00	10. Full House 14.8/25	18. Rescue: 911 13.6/22	22. In the Heat of the Night 13.0/21	
8:30	4. Home Improvmt 18.1/29			
9:00	3. Roseanne 18.2/28	14. CBS Tuesday Movie—In the Eyes of a Stranger 14.2/23	28. Law and Order 12.2/19	
9:30	16. Room for Two 13.7/21			
10:00	79. ABC News Special 6.6/11		46. Dateline NBC 11.0/19	
10:30				
WEDNESDAY	10.3/17	11.6/20	15.1/25	NO PROGRAMING
8:00	35. Wonder Years 11.8/21	67. Royal Family 8.6/16	6. Unsolved Mysteries 16.6/29	
8:30	49. Doogie Howser 10.6/16	63. Davis Rules 9.2/16		
9:00	51. The Young Indiana Jones Chronicles 10.3/17	28. Jake and the Fatman 12.2/20	5. I Witness Video 16.9/27	
9:30				
10:00	61. Homefront 9.3/16	16. 48 Hours 13.7/23	35. Quantum Leap 11.8/20	
10:30				
THURSDAY	10.6/18	11.1/18	11.8/20	10.0/16
8:00	59. Columbo 9.5/16	59. Top Cops 9.5/16	37. Cosby 11.5/20	39. Simpsons 11.4/20
8:30			20. A Diffmt World 13.2/22	70. Drexell's Class 7.9/13
9:00		48. Street Stories 10.8/17	9. Cheers 15.5/25	51. Beverly Hills 90210 10.3/16
9:30			26. Wings 12.6/20	
10:00	25. Primetime Live 12.7/22	23. Knots Landing 12.9/22	65. L.A. Law 9.0/16	
10:30				
FRIDAY	11.4/21	9.5/18	9.6/18	4.4/8
8:00	40. Family Matters 11.3/22	82. Tequila and Bonetti 6.0/12	57. Matlock 9.8/19	86. America's Most Wanted 5.4/10
8:30	40. Step By Step 11.3/21			
9:00	49. Dinosaurs 10.6/19	40. CBS Friday Movie—Uncle Buck 11.3/20	57. I'll Fly Away 9.8/18	90. Hidden Video 3.5/6
9:30	61. Baby Talk 9.3/16			92. Hidden Video 2 3.2/6
10:00	24. 20/20 12.8/23		63. In the Heat of the Night 9.2/16	
10:30				
SATURDAY	7.3/14	6.7/13	10.7/20	6.9/13
8:00	75. Who's the Boss? 6.7/13	75. Euro Disney Grand Opening 6.7/13	47. Golden Girls 10.9/22	79. Cops 6.6/13
8:30	75. Billy 6.7/13		54. Powers That Be 10.0/19	69. Cops 2 8.4/16
9:00	83. Perfect Strang. 5.8/11		28. Empty Nest 12.2/22	72. Code 3* 7.6/14
9:30	73. Growing Pains 7.4/14		45. Nurses 11.1/20	87. Hidden Video 5.1/9
10:00	67. The Commish 8.6/17	79. Trials of Rosie O'Neill 6.6/13	56. Sisters 9.9/19	
10:30				
SUNDAY	14.3/24	14.3/23	8.9/14	7.9/13
7:00	12. ABC Sunday Night Movie—The Ten Commandments 14.5/24	2. 60 Minutes 19.1/33	89. Eerie, Indiana 3.9/7	85. True Colors 5.6/11
7:30			91. Eerie, Indiana 3.4/6	83. Parker Lewis 5.8/10
8:00		13. Murder, She Wrote 14.3/22	71. Mann & Machine 7.7/12	73. Roc 7.4/12
8:30				34. In Living Color 11.9/19
9:00		44. CBS Sunday Movie—Stompin' at the Savoy 11.2/19	32. NBC Sunday Night Movie—The Keys 12.1/19	28. Married w/Childn 12.2/19
9:30				66. Herman's Head 8.7/13
10:00				75. Std by Your Man 6.7/11
10:30				88. Get a Life 4.5/8
WEEK'S AVGS	11.4/19	12.3/21	11.7/20	7.4/13
SSN. TO DATE	12.2/20	13.8/23	12.3/20	8.0/13

RANKING/SHOW (PROGRAM RATING/SHARE) *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

CBS said its television network had flat revenue for the first quarter, excluding $275 million that the Winter Olympics and Super Bowl brought in incremental revenue—above what the regular schedule would have sold. In its first-quarter earnings statement last week, CBS also suggested that the Olympic games telecast broke even for the TV network. With rights fees for the games of $243 million, and estimated production and promotion costs of $75 million-$80 million, that implies that total revenue for the games was roughly $320 million. But the Olympics helped CBS improve its overall operating performance—from a loss of $55 million in last year's first quarter to a profit of $20 million—by boosting sales and profits at the owned TV stations. Radio operating profits were down "due primarily to sales weakness in the FM stations group." Also helping operating results was the absence of news costs from last year's Persian Gulf conflict and "vigorous efforts to reduce overhead costs." The day of its earning announcement, CBS stock reached a 52-week high, at 185½.

Home Shopping Network Inc. and QVC Network Inc. cut off exploratory talks on a possible business combination less than two months after initiating the conversation. Neither company would offer details on the failed talks.

Two former employes of ABC News won a racial discrimination suit against the network in a U.S. District Court last week. In his opinion, Judge Royce Lamberth said ABC and its counsel concealed evidence and deceived the court. The suit was filed in 1986 by two graphic artists seeking $10 million in damages. Damages will be determined later. An ABC spokesperson called the judge's ruling "a mistake."

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 5. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	13.8/222/96
2. Star Trek	13.0/237/98
3. Jeopardy!	12.0/214/96
4. Oprah Winfrey Show	10.9/226/99
5. Entertainment Tonight	8.8/186/96
6. Married...With Children	8.1/174/95
7. Current Affair	7.8/175/95
8. Nat'l Geographic-Assign.	7.1/169/95
9. Cosby Show	6.9/206/97
10. Inside Edition	6.8/130/86
11. Donahue	6.80/225/98
12. Hard Copy	6.0/171/92
12. WKRP In Cincinnati	6.0/233/97
14. Warner Bros. Prem. Ed. II	5.8/124/92
15. Sally Jessy Raphael	5.5/206/97

SERVODIDIO NEW MULTIMEDIA PRESIDENT

Multimedia Broadcasting has named Pat Servodidio as its new president. He is vice president and general manager of Multimedia's WKYC-TV NBC affiliate in Cleveland. He will oversee the division's five network-affiliated TV stations, eight radio stations, and Cincinnati-based mobile video production unit.

New Multimedia President Servodidio

Servodidio joined WKYC-TV in June 1991, six months after Multimedia acquired the station. Previously he was president of RKO General from 1987 to 1991, and served as president of RKO television from 1982 to 1987. He had been with RKO since 1966.

William Grimes, vice president and corporate group executive, Multimedia Inc., has been overseeing the broadcasting division's operations since last October, when former Multimedia Broadcasting President William Bolster departed unexpectedly. Servodidio will report to Grimes, who will work on other undisclosed corporation-wide projects.

Bill Scaffide, WKYC-TV general sales manager, has been named to succeed Servodidio as general manager. Servodidio will remain based in Cleveland for now, but is expected to eventually move to the company's South Carolina headquarters. -SDR

ABC has given a 13-episode renewal to Paramount for *The Young Indiana Jones Chronicles.* Produced by George Lucas's Lucasfilm Ltd. in association with Paramount, the producers had asked ABC to give them a decision early because of the intense production schedule.

ABC has also scheduled *Jack's Place,* a new series starring Hal Linden and Finola Hughes, **in the Tuesday 10-11 time slot effective May 26.** *Civil Wars* is currently in that slot, but its run ends later this month, and the network will schedule specials in that period until the new series debuts.

The top-rated syndicated programs from the February 1992 Cassandra ratings: *Wheel of Fortune*, 18.9 rating, up 6% over its Feb-